

Name _____

Period _____

Preparing for the Sale Chapter 12 Sec. 2 – Getting Ready to Sell

The Preapproach -- There are some steps that a salesperson follows when preparing to assist customers. The _____ is _____ for the _____ encounter in a selling situation. A good salesperson has knowledge of the following:

1. Product Information

◆ Direct _____

◆ Written _____

◆ _____

◆ _____

2. Industry Trends

◆ Read related _____

◆ Trade _____

◆ _____ – a publication that provides data on industry trends.

3. Prospecting

A _____ is a potential customer

◆ Prospecting is especially important in _____ selling situations.

Sources and Methods of Prospecting

◆ A _____, is a potential customer

◆ Prospecting is especially important in _____ selling situations.

◆ _____

–Some firms employ entire _____ to generate leads

–Some _____ on their salespeople to find new customers

◆ Telephone _____

◆ _____ and professional directories

◆ _____

– _____ announcements

–Reports of _____

◆ _____

-Salespeople can _____ lists of potential customers

-_____ lists

◆Customer _____

-The names of other people who might buy a product.

-_____ – salespeople ask previous customers for names of potential customers.

◆_____ – blind prospecting

-Going _____

-Selecting names from the phone book at _____

Preparing for the Sale in Business-to-Business Selling

◆The preapproach activities _____ depending on whether the sales call is with a previous customer or a _____

◆_____ to determine the customer's needs

◆Set an _____ for a face-to-face meeting

Preparing for the Sale in Retail Selling

◆_____ and arrange stock

◆_____ price tickets

◆Learn about stock and it's _____

◆Arrange displays

◆_____ the floor, shelves, and selling area

Company Policies and Training

◆Training

-Four-step method – _____

◆_____ and sales quotas

-Often compensated by _____ (% of what is sold.)

-Sales _____ are dollar or unit sales _____
_____ in a specified period of time.

◆Legal and Ethical Issues

-No _____

-Must _____ the facts.

